

## **The City of Riverside wants to see you “Take Back the Wall”**

The City of Riverside Public Works Department wants to see why graffiti prevention is important to teens. Students (grades 9-12) who attend school within the City of Riverside are invited to create a 60-second video about how to keep graffiti off the walls of our community. Students may enter as individuals or a group of up to five students.

### **Challenge**

Create a 60-second video that will inform and motivate teens to express themselves creatively through legal art. The video should align with the contest theme. This year's theme is to show your Riverside pride by using any version of the “Raincross” in an anti-Graffiti message. The video should contain facts from this tool kit about graffiti prevention, removal, enforcement and/or alternatives to graffiti vandalism.

### **Video Submission Guidelines**

1. Videos must be submitted in Windows Movie File Format (.WMV file extension). If your video was created on a Mac computer, the video must be converted to a Windows .WMV format. Videos taken on cell phones must also be converted to .WMV format.
2. If your video opens in the Quicktime player, you must convert the video to .WMV format to play in the Windows Media Player.
3. The video cannot have been submitted previously in a promotion or contest of any kind or exhibited or displayed publicly through any means previously.
4. All footage, including music, must be originally created material or you must obtain proper, legal permission to use someone else's copyrighted material. Music used under the free creative commons license is permitted as long as a copy of the license is provided with the application. Even music legally purchased must have written permission to rebroadcast. Complete and include the soundtrack and music information form.
5. The video must not contain any brand names or trademarks.
6. The video must not contain any images of actual graffiti. If images of graffiti are included, the images shall be distorted in a way to prevent the graffiti moniker or tag from being recognized or readable.
7. The video must not contain any material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous, or libelous.
8. The video must not contain material that promotes bigotry, racism, hatred, or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age.
9. The video must not contain material that is unlawful, in violation or contrary to the laws or regulations of the City of Riverside or State of California.
10. The video must include the use of the “Raincross” image (any version) in an anti-Graffiti message to show your Riverside pride.

### **Selection Process**

A judging panel of graffiti and marketing specialists will select the top three scoring videos as the winning entries.

## Winning Entries

All winners will be required to complete and submit an IRS W-9 form to receive contest prize. **The winning videos will be posted to the City of Riverside graffiti website at [www.riversideca.gov/publicworks/graffiti](http://www.riversideca.gov/publicworks/graffiti) as well as shown on local government access channels.** A monetary award of \$1,000, \$500 or \$250 will be given to the top three winners.

## 2015 Anti-Graffiti Video Contest Timeline

### October 2014

15: 2014 Anti-Graffiti Video Contest begins and video submissions open.

### December 2014

31: Video submission closes at 3:00 p.m.

### March 2015

Video judging period.

Winners and schools notified.

### May 2015

The winner's placement among the top three videos is announced at a City Council Meeting and the winning videos are posted to [www.riversideca.gov/publicworks/graffiti](http://www.riversideca.gov/publicworks/graffiti).

## Graffiti Vandalism Facts

### What is graffiti?

Graffiti is the most common type of vandalism according to the Bureau of Justice Statistics. Graffiti, also referred to as “tagging”, is the unauthorized writing or drawing on a public or private surface. Graffiti may consist of inscriptions, slogans or drawings that are created paint, scratches, stickers, scribbles or etching.

### What do most vandals look like?

Most studies show the majority of taggers are males between 12 and 21 years old. Approximately 15 percent of graffiti vandals are young females.

### Why do people “tag” walls?

There are several reasons people vandalize property: rebellion against authority, peer pressure from friends, false belief that graffiti is art, fame and notoriety, and marking of territory.

### What happens to a graffiti tagger who gets caught?

Enforcement of graffiti laws may include any or all of the following:

- Fines and restitution for graffiti markings.
- Arrest and imprisonment.

- Community service to clean graffiti damage.
- If the cost of graffiti cleanup is more than \$400, the vandal is automatically charged with a felony.
- Parents or guardians fined or ordered to restore property to its original condition or provide restitution. California Civil Code 1714.1 holds parents liable for up to \$25,000 in damages for each graffiti incident.

### **How does graffiti affect you?**

Graffiti sends the signal that nobody cares, attracting other forms of crime and street delinquency to the neighborhood, reducing property values.

Graffiti drains tax dollars. Funds that could be used for schools, roads, parks, and other community improvements are instead used for graffiti clean-up.

### **How do you remove graffiti?**

There are several ways to remove graffiti. The best method for removal is determined by the amount of graffiti, its location, and the vandalized surface. The low-cost method is a paint-out, which is simply to paint over the graffiti.

If you see graffiti in the City of Riverside, call the City Call Center at 826-5311. Graffiti removal will occur within 24 hours, with an average removal time of 12 hours. The 311 mobile application allows residents to take a photo of the vandalism with their cell phone and report it directly to the call center for removal. Reporting graffiti creates a cleaner, safer community.

### **Graffiti Rewards Program**

Riverside residents who report information that leads to the arrest of a graffiti vandal are eligible to receive a \$1,000 reward. To report graffiti in progress, call 9-1-1.

### **How can YOU prevent graffiti?**

Educate your peers about graffiti vandalism and empower them to take action.

Report and remove graffiti promptly. Studies show that graffiti removal within 24 to 48 hours results in a nearly zero rate of reoccurrence.

Consider organizing a paint-out or a paintbrush mural to cover a wall plagued with graffiti; adopt a wall in your school or community and make sure it stays clean and free of graffiti; and report graffiti to the appropriate authorities.

## **ADDITIONAL RESOURCES**

### **Riverside Graffiti Program**

<http://www.riversideca.gov/publicworks/graffiti>

### **Graffiti Hurts**

<http://www.graffitihurts.org/>

## 2015 Anti-Graffiti Video Contest Entry Packet Cover Sheet (REQUIRED)

### Eligibility:

- ☐ 9-12th grade student attending a City of Riverside High School.

### Video Contest Entry Packets:

- ☐ Packet includes **completed and signed:**
  - ☐ Entry and Waiver Form
  - ☐ Video Release Form
  - ☐ Copyright Releases
  - ☐ Three copies of labeled video
  - ☐ Typed or printed video script
- ☐ **Parent and student signatures required at bottom of EACH page!**

### Video Checklist:

- ☐ Videos are saved in .WMV format on a DVD disc or removable storage device.
- ☐ Three copies of your video are included with this entry form. Each copy is clearly marked with your name, school and video title.
- ☐ Audio and video plays on all three copies correctly.
- ☐ Full text script of video is required for entry

### **Video Entries must be hand delivered or mailed to:**

City of Riverside Graffiti Program  
2014 Anti-Graffiti Video Contest Entry  
Attn: Graffiti Program Coordinator  
3900 Main Street, 4<sup>th</sup> Floor City Hall  
Riverside, CA 92522

**Entries must be received or postmarked by 3:00 pm on December 31, 2014.**

Student Name: \_\_\_\_\_  
Student Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

Parent Name: \_\_\_\_\_  
Parent Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

### **For Office Use Only:**

<b>Reviewer:</b>		<b>Date:</b>		
<b>Deficiencies:</b>	Eligibility	Paperwork	Video	None

Raw Score:	/100	Proceed to Polls?	Yes	No
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## 2015 Anti-Graffiti Video Contest Entry Form (REQUIRED)

*One entry form for each student*

**PRINT CLEARLY**

### Student Information:

**Full Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Parent Full Name:** \_\_\_\_\_

**Parent Phone Number:** \_\_\_\_\_

**Parent Email:** \_\_\_\_\_

**School Name:** \_\_\_\_\_

**Grade:** 9<sup>th</sup> 10<sup>th</sup> 11<sup>th</sup> 12<sup>th</sup>

**Number of Students in Group:** 1 2 3 4 5

**Names of Group Members:** \_\_\_\_\_

**Video Title:** \_\_\_\_\_

**Video Entries must be hand delivered or mailed to:**

City of Riverside Graffiti Program  
2015 Anti-Graffiti Video Contest Entry  
Attn: Graffiti Program Coordinator  
3900 Main Street, 4<sup>th</sup> Floor City Hall  
Riverside, CA 92522

**Entries must be received or postmarked by 3:00 pm on December 31, 2014.**

### 2015 Anti-Graffiti Video Contest Waiver

I agree that my entry gives the City of Riverside permission to use my name, likeness, and entry for advertising, promotion, and/or other purposes without further notice or compensation to me, except where prohibited by law. The City of Riverside reserves all rights—including the right to edit, publish, use, modify, or dispose of any entry, online, in print, film, television, or in any other media for advertising, promotional, and/or other purposes—without compensation or notification to me, except as prohibited by law.

I agree to release, indemnify, and hold harmless The City of Riverside, affiliates, and all others associated with the development and promotion of the contest, and the employees and affiliates of the parties mentioned above, from any and all damages, claims, causes of action and costs, resulting from or in connection with my participation in the contest or acceptance or use of any award; the use of the materials in any manner by the City of Riverside; and my negligent acts or omissions or willful misconduct in connection with the City of Riverside Take Back the Wall Video Contest.

I understand that I will not be allowed to participate in the contest without completing and signing this release and submitting it with any other necessary and required information and/or forms. All participants have knowingly agreed to appear in my entry and they have completed and signed any required Video Participation Release Forms. I agree to return any award that may be awarded to me to the City of Riverside if any statement I have made in this release is untrue or false.

I UNDERSTAND THAT THIS IS AN IMPORTANT LEGAL DOCUMENT. I HAVE READ ALL THE RULES AND REGULATIONS, AND I UNDERSTAND ITS CONTENTS.

<b>Student Name:</b> _____ <b>Student Signature:</b> _____ <b>Date:</b> _____	<b>Parent Name:</b> _____ <b>Parent Signature:</b> _____ <b>Date:</b> _____
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**2015 Anti-Graffiti Video Contest Participation Release Form (REQUIRED)**

*A separate copy of this form is to be completed by each video participant.*

**PRINT CLEARLY**

I hereby acknowledge my participation in the submitted video for entry in the Take Back the Wall Video Contest.

I hereby consent to the photographing of myself and the recording of my voice and the use of these photographs and/or recordings singularly or in conjunction with other photographs and/or recordings for advertising, publicity, commercial or other business purposes. I understand that the term "photograph" as used herein encompasses both still photographs and motion picture footage.

I further consent to the reproduction and/or authorization by the City of Riverside to reproduce and use said photographs and recordings of my voice, for use in all domestic and foreign markets. Further, I understand that others, with or without the consent of the City of Riverside may use and/or reproduce such photographs and recordings.

I hereby release the City of Riverside and any of its associated or affiliated companies, their directors, officers, agents, employees and customers, and appointed advertising agencies, their directors, officers, agents and employees from all claims of every kind on account of such use.

If participant is under 18: I, \_\_\_\_\_, am the parent/legal guardian of the individual named below, I have read this release and approve of its terms.

Student Name: \_\_\_\_\_  
**Student Signature:** \_\_\_\_\_  
Date: \_\_\_\_\_

Parent Name: \_\_\_\_\_  
**Parent Signature:** \_\_\_\_\_  
Date: \_\_\_\_\_

**Take Back the Wall Video Contest  
Copyright Release Form (REQUIRED)**

Copyrighted music is not allowed in your video. Even if you bought the song or soundtrack, you do not have the required rights to use the music in your video.

Some music is available online for free through a creative commons license. This means that the artist gives permission for anyone to use their music as long as credit is given to the artist. If you decide to use music that is available through a creative commons license, you must give credit to the artist in your video and in this toolkit.

**In your video credits, list the following:**

**Artist:** [Name of the artist]

**Track Name:** [Name of the music track used]

**Album Name:** [Name of the music album track appears in]

**URL:** [URL where others can download the music]

**This music track is licensed under the Creative Commons Attribution 3.0 license**

**In addition to giving credit in your video to the artist, you must fill out the following form:**

**Take Back the Wall Video Contest  
Music Waiver (REQUIRED)**

- ☐ The music in the video is my original, created work
- ☐ The music in this video was used with permission and is protected under a creative commons license. I have listed the artist information below:

- Artist: \_\_\_\_\_
- Track Name: \_\_\_\_\_
- Album Name: \_\_\_\_\_
- URL: \_\_\_\_\_

Student Name: \_\_\_\_\_

**Student Signature:** \_\_\_\_\_

Date: \_\_\_\_\_

Parent Name: \_\_\_\_\_

**Parent Signature:** \_\_\_\_\_

Date: \_\_\_\_\_

**2015 Anti-Graffiti Video Contest Script (REQUIRED)**  
**PRINT CLEARLY**

Student Name: \_\_\_\_\_

Video Title: \_\_\_\_\_

<b>Characters</b>	<b>Written Script</b>	<b>Visuals/Actions/Movements</b>
Example: Joe	"Dude, stickers are graffiti too, you could get arrested for these slap tags!"	Takes stack of stickers from friend who is about to place slap tag on a light pole.

Student Name: \_\_\_\_\_

**Student Signature:** \_\_\_\_\_

Date: \_\_\_\_\_

Parent Name: \_\_\_\_\_

**Parent Signature:** \_\_\_\_\_

Date: \_\_\_\_\_